

POLAROID

MEET THE SWINGER

*the new
Polaroid Land camera
for less than \$20*

This is the one everybody's been waiting for. The Polaroid Land camera for under \$20. It produces finished black and white pictures in just 10 seconds. There has never been a camera with one-half the value packed into it for this price. It's the camera for a whole new generation.

It talks to you

The Swinger, Polaroid Land camera Model 20, incorporates some of the most remarkable photographic inventions ever devised. First of all, it "talks" to you. An ingenious built-in photometer reads YES when the exposure is perfect, NO when it isn't — right in the viewfinder. When you see the YES you press down the same knob — and you've shot your picture. Your eye never leaves the viewfinder.

Freezes action

The Swinger freezes action, indoors or out. Because the camera uses the famous Polaroid 3000-speed Land film, it is able to have a single shutter speed of 1/200th of a second, fast enough to catch a high diver in mid-air. Even with a fidgety subject (or photographer) it's tough to blur a picture.

Easy to load

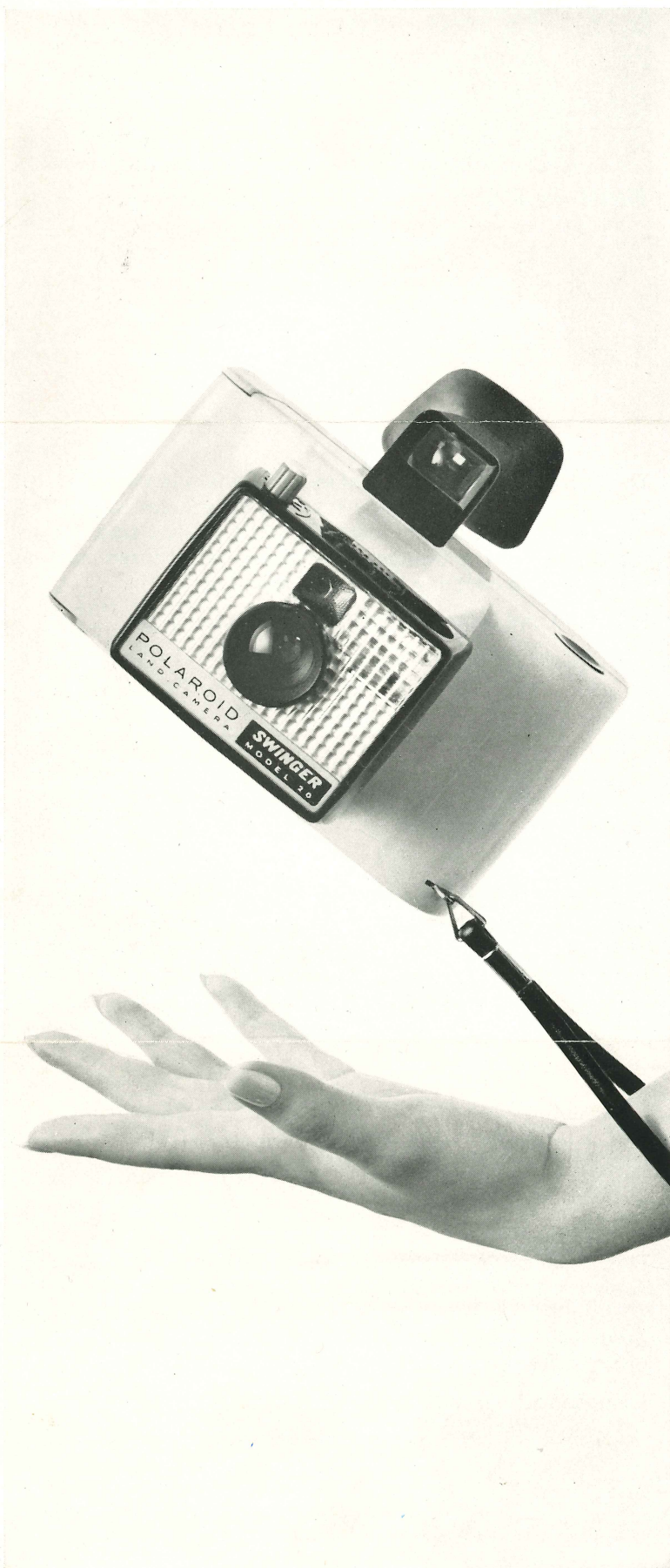
The Swinger uses Polaroid Type 20 black and white roll film. Pictures are exceptionally crisp and bright. Picture size is 2½" x 3¼", eight to each roll. The film drops right into the back of the camera in seconds. There's no threading or winding.

No focusing

Your Swinger is always in perfect focus; you never have to fiddle with it. Pictures in bright sunshine are sharp from 2 feet to a mile away. The lens is a superb one for the price. And the picture development system is similar to the most expensive Polaroid Land cameras, right down to the precision-ground stainless steel rollers.

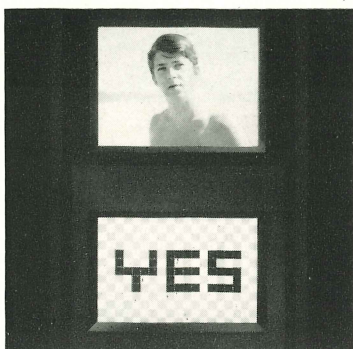
Built-in flash

With the built-in flash, there's a whole new series of surprises. You drop a bulb *into* the camera. (The Swinger uses the inexpensive AG-1 bulb.) The face plate of the camera itself serves as the flash shield. Flash pictures are quick easy and inexpensive.

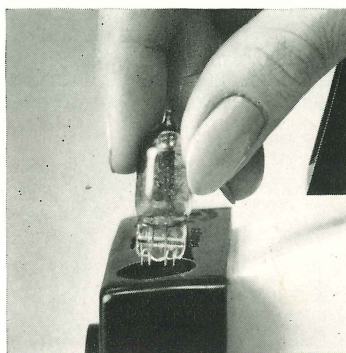




10-second pictures



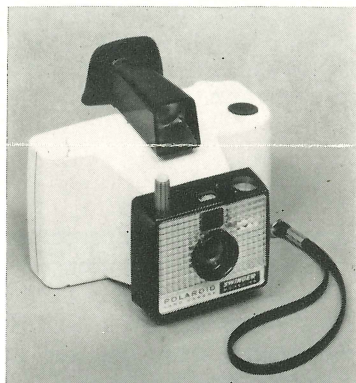
It says YES



Built-in flash



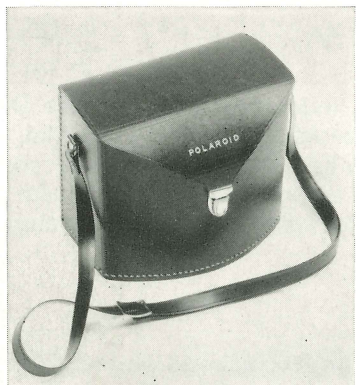
Easy loading



The Swinger

The Swinger is the most spontaneous camera in the world. It's very light and swings easily from its convenient wrist strap. It goes wherever you go. Instant loading. No focusing. Instant pictures. Meet The Swinger. Even if you own a dozen cameras you don't own anything like it — at any price.

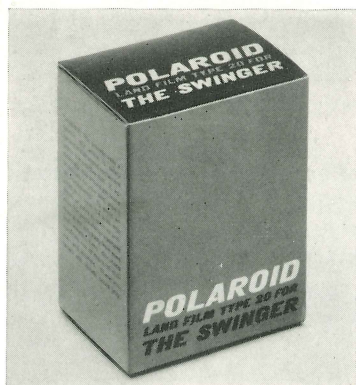
Polaroid Land camera Model 20 Less than \$20



Carryall Case #320

The Carryall Case #320 is constructed of durable black vinyl and lined with cushiony Survlon fibre. This carryall case holds The Swinger camera along with 2 packages of film and AG-1 flashbulbs. It has an adjustable carrying strap.

Less than \$4



Film: Type 20

This is the famous Polaroid 3000-speed black and white film. There are 8 pictures to the roll in the handy wallet size of 2½" x 3¼". It loads into the camera easily with no threading or winding. Of course, as with all Polaroid Land photographs, copy prints and enlargements are available.

Less than \$2 per roll